

Leadership Initiatives

1999 ANNUAL REPORT



Through its Leadership Initiatives, the Arts Endowment develops and implements groundbreaking projects with impact for significant numbers of Americans and the arts field. These initiatives are frequently undertaken in collaboration with nonprofit organizations or other federal agencies. Projects may assist touring programs that reach areas of the country with limited arts resources; develop design models and practices that make communities more livable; or develop quality programs for in-school instruction as well as lifelong learning in the arts.

In Fiscal Year 1999, funding for Leadership Initiatives totaled \$8,406,421.

As a complement to the Endowment's principal grantmaking activity, Leadership Initiatives allow the agency to address special needs or realize unique opportunities, ensuring that the arts are accessible to all Americans and encouraging arts organizations and artists to reach new levels of creative achievement. A complete listing of Leadership Initiatives is available online at www.arts.gov.

National Millennium Projects



WHITE HOUSE
MILLENNIUM COUNCIL
Honor the Past—Imagine the Future

The National Endowment for the Arts has joined with the White House and other organizations nationwide to honor the past and imagine the future at the turn of the millennium by supporting projects of national scope and impact. Designated by the White House Millennium Council as Official Millennium Projects, they showcase the best of the arts in every state and invite community residents to become part of the creative process. Joining five National Millennium Projects announced in 1998 are the following:

Funding for National Millennium Projects totaled \$2,116,886 and supported arts activities in all 50 states.



Marian Anderson's Concert at the Lincoln Memorial (1939) Newsreel outtakes of this historic concert were preserved by the UCLA Film and Television Archive as part of Treasures of American Film Archives. Photo courtesy of the National Film Preservation Foundation

Arts on Millennium Trails supports the creation of high quality, community-centered, public art projects along the 50 Millennium Legacy Trails that the U.S. Department of Transportation has designated in 47 states, the Virgin Islands, Puerto Rico and the District of Columbia. It is administered by the National Assembly of State Arts Agencies. **LIVE! at the Library 2000**, coordinated by the American Library Association, links libraries, artists and audiences through special appearances by artists and writers at libraries nationwide. The project uses the arts to interpret contemporary topics such as the geographic movement of people and the relationship between health and creativity.

The Mars Millennium Project is an interdisciplinary learning project sponsored in partnership with the U.S. Department of Education, the National Aeronautics and Space Administration (NASA) and its Jet Propulsion Laboratory, and the J. Paul Getty Trust. Thousands of students nationwide in grades K-12 are working with educators, artists, scientists and community leaders, weaving the arts, sciences and humanities together to design model communities for life on Mars in the year 2030. **Treasures of American Film Archives**, a collaboration of the National Film Preservation Foundation and 18 major film archives from Alaska to West Virginia, preserves and screens "orphan," or noncommercial, films from the past century. The project also features the production of a 11-hour DVD anthology distributed free to state libraries across the country.

International Exchanges

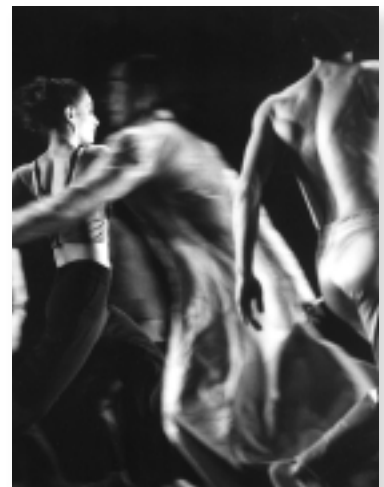
The Endowment's primary investment in international exchanges is through its support of partnerships between the private sector and other government agencies. In addition to demonstrating the excellence, diversity and vitality of American arts to audiences around the world, these programs help build a foundation of trust and understanding between the U.S. and other countries and provide unique experiences for American artists.

The \$375,000 provided in Fiscal Year 1999 for international exchanges leveraged approximately \$1.7 million from other partners.

The **ArtsLink** partnership focuses on arts exchanges with Eastern and Central Europe and the Newly Independent States. It supports U.S. artists' work with colleagues in that part of the world and assists organizations in the U.S. hosting five-week residencies for artists or arts administrators. This year, 18 projects were funded involving countries ranging from Russia and Poland to Armenia, Estonia, Croatia and Romania. In the U.S., organizations such as the Cincinnati Ballet, the School of the Art Institute of Chicago, Illusion Theater in Minneapolis, and Hand Print Workshop International in Alexandria, Virginia were among those that hosted 42 artists and arts administrators from the region. The NEA's partners in ArtsLink were the Open Society Institute/Soros Foundation, the Trust for Mutual Understanding, CEC International Partners, the Kettering Fund and the Ohio Arts Council.

The Fund for U.S. Artists at International Festivals and Exhibitions, administered by Arts International, continued to support approximately 100 U.S. artists at performing arts festivals around the world in a wide range of events. For example, Sweet Honey in the Rock of Takoma Park, Maryland participated in the La Villette Jazz Festival in Paris with a program of songs from the African-American *a capella* tradition. The Bill T. Jones/Arnie Zane Dance Company of New York City performed in Africa for the first time at the Standard National Bank Arts Festival in Johannesburg. In the visual arts, the Fund supported a site-specific installation by acclaimed artist Ann Hamilton of Columbus, Ohio at the 1999 Venice Biennale. The NEA's partners in the Fund are the U.S. Department of State, the Rockefeller Foundation and the Pew Charitable Trusts.

The U.S.-Japan Creative Artists' Program, the Endowment's long-standing partnership with the Japan-U.S. Friendship Commission, again supported five artists for six-month residencies in Japan to help them advance their creative work. This program is one of the NEA's oldest interagency activities and stands as an important symbol of good will between the two countries. Among the artists participating this year were New York graphic artist John Mazzucchelli, who investigated Japanese visual storytelling in both traditional and modern methods, and composer Gene Allan Coleman from Chicago, who collaborated with Japanese composers and performers in traditional and western forms of music.



The New York City-based modern dance ensemble, Susan Marshall & Company, performed *The Most Dangerous Room in the House* at the Edinburgh International Festival with support from the NEA's Fund for U.S. Artists at International Festivals and Exhibitions. Photo by Geoffrey M. Hansen



AccessAbility

The AccessAbility Office is the Endowment's advocacy and technical assistance arm for older adults, individuals with disabilities and people living in institutions, including long-term care settings. The Office works with grantees, applicants, organizations representing these citizens and other federal agencies to help make the arts more readily available to the targeted populations.

The Arts Endowment continued its leadership in **universal design**, the design of products and spaces usable by all people from children to older adults, by convening a meeting in June 1999 of 18 universal design experts. Design professionals, academics, consumer groups and government officials assessed the current state of universal design and identified future opportunities for encouraging and assisting its practice.



The National Theater for the Deaf performed at the New England Foundation for the Arts' conference *Clearing the Path: Art and Accessibility in New England*. Photo by Marilyn Humphries

The Endowment also began implementing recommendations from its 1998 **National Forum on Careers in the Arts**, whose purpose is to advance careers in the arts for individuals with disabilities. The NEA renewed its partnership with the other federal agencies involved in this effort: the U.S. Department of Education, Department of Health and Human Services, the Social Security Administration and the John F. Kennedy Center for the Performing Arts, and convened three summits in November and December 1999 to develop specific implementation plans.

A policy education meeting in December 1999, co-organized with the Social Security Administration, focused on issues faced by many disabled artists who receive sporadic, arts-generated income in addition to government benefits. These discussions

led to the creation of the Governor's Committee on Careers in the Arts for People with Disabilities for the State of Maryland.

A new project, **Access to Design Professionals**, produced the first major research on people with disabilities in design professions. This NEA-supported research, conducted by Adaptive Environments in Boston, led 40 educators, vocational rehabilitation professionals, designers and disability experts to gather in Washington, D.C. to create strategies encouraging more disabled youth to pursue design careers.

The Office also worked with the New England Foundation for the Arts and the Western States Arts Federation to develop regional access symposia for Fiscal Year 2000 on making the arts fully accessible to older adults and people with disabilities. The Artist-in-Residence project with the U.S. Department of Justice's Federal Bureau of Prisons established visual arts programs in Federal Correctional Institutions in Beaumont, Texas; Greenville, Illinois and Yazoo City, Mississippi.

ArtsREACH

Fiscal Year 1999 marked the second year of the Endowment's pilot ArtsREACH grants. These grants provide agency support to organizations in states previously underrepresented in the agency's profile of direct grant recipients. They continue the NEA's tradition of fostering the application of cultural solutions to local community needs. Following a year of increased NEA staff contact with all the participating states, there was a marked increase in grants to organizations in those states through both ArtsREACH and the four major Grants to Organizations categories. The participating states were:

Alabama	Indiana	Montana	Oklahoma	Tennessee
Arkansas	Iowa	Nebraska	Rhode Island	Utah
Delaware	Kansas	Nevada	South Carolina	West Virginia
Idaho	Mississippi	North Dakota	South Dakota	Wyoming

ArtsREACH grant funds are designated specifically for community cultural planning, assessment and implementation activities. Cultural planning brings together local leaders in business, government, education, the arts and other fields to create partnerships that address community goals. ArtsREACH encourages a wide range of community partnerships to include the arts as a fundamental component of community development.

Examples of projects supported with Fiscal Year 1999 funds are:

- The Montana Association of Symphony Orchestras in Bozeman is undertaking a community cultural assessment, addressing resources, challenges and opportunities for Montana orchestras.
- The University of Arkansas at Little Rock is developing a plan designating future sites for public art spaces.
- The Upper Cumberland Regional Arts Council in Cookeville, Tennessee is conducting a community cultural assessment and creating a community cultural plan. Information gathered at public forums by community partners will be used to inventory cultural assets and resources in 14 counties and develop an automobile tour of the area.
- South Dakotans for the Arts is surveying 200 school districts to help improve arts education and to integrate this subject into core curricula.

Fiscal Year 1999 Facts ArtsREACH

Number of Grant Applications

Received: **136**

Number of Grants Awarded: **84**

Dollar Amount of Grants

Awarded: **\$749,280**

Almost 500 collaborating partners are involved in the projects supported with these grants.



An ArtsREACH grant to the Clay Center for the Arts and Sciences in Charleston, West Virginia supported a residency by the Aman Folk Ensemble. Pictured here is the ensemble in the world premiere of *The Immigrants*. Photo by Michael Keller



Folk & Traditional Arts Infrastructure Initiative

Fiscal Year 1999 also was the second year of the Folk & Traditional Arts Infrastructure Initiative, a program that addresses the ongoing need for strengthening the state and regional infrastructure of support for the folk and traditional arts. The initiative enhances highly productive partnerships between state arts agencies and local organizations to increase programming (including exhibitions, research and education activities), technical assistance, and financial and material resources for the nonprofit folk and traditional arts.

Fiscal Year 1999 Facts Folk & Traditional Arts Infrastructure Initiative

Number of Grant
Applications Received: **35**
Number of Grants Awarded: **32**
Dollar Amount of Grants
Awarded: **\$810,000**

Funded projects generally serve three purposes: 1) creating and stabilizing professional folk arts positions within public institutions; 2) forging and expanding institutional and community partnerships that support the folk and traditional arts; and 3) carrying out research to identify unknown folk and traditional artists and art forms, connect them with sources of financial and technical support, and make them publicly visible.

Examples of this year's funded projects are:

- The Alaska State Council on the Arts is forming a Cultural Center Consortium designed to assist communication and cooperation among Alaska's Native culture centers.
- The Indiana Arts Commission is establishing a system to identify, document, preserve and promote the folk arts and artists of Indiana.
- The North Dakota Council on the Arts is continuing its Traditional Arts Apprenticeship Program.
- The Southern Arts Federation is organizing *Living Traditions: Folk Artists of the American South*, a traveling exhibition of master folk artists.



Rod Seitz's scroll saw clocks, created from Norwegian and Czech traditions, were featured at the Festival of Iowa Folklife. The Iowa Arts Council received a Folk & Traditional Arts Infrastructure Initiative grant to support the festival. Photo by Rachelle Saltzman

Interagency Partnerships

Through interagency partnerships, the Endowment leverages its budget to better serve the American public and reach new constituents. During Fiscal Year 1999, the Endowment announced two joint initiatives through its ongoing partnership with the U.S. Justice Department's Office of Juvenile Justice and Delinquency Prevention (OJJDP). **The Arts for Juvenile Offenders in Detention and Corrections** program reintegrates juvenile offenders into their communities by combining the services of arts professionals with those of juvenile detention or corrections staff. In addition to facilitating the youths' transition back to the community, the program helps young people continue their learning through the arts. Representatives from the six program sites in Florida, Washington State, California, New York and Texas came to Washington, D.C. in October 1998 to kick off this two-year project.

The second initiative, **Arts for At-Risk Youth**, involves three sites, one each in Oklahoma, Pennsylvania and Illinois, that conduct after-school and summer mentoring, conflict resolution and training in communications skills. Many participating young people also obtain hands-on experience in arts professions through internships.

Other technical assistance workshops were conducted through the NEA's ongoing **Conflict Resolution Education in the Arts** partnership with OJJDP and the National Center for Conflict Resolution Education. Under this program, workshop participants including artists and arts administrators are instructed in integrating conflict resolution principles and processes into their youth programs.



Gallery 37, Chicago's youth job training program in the arts, received a Coming Up Taller Award. Sponsored by the President's Committee on the Arts and the Humanities in partnership with the NEA, these awards honor outstanding arts and humanities programs for children that provide them with safe and educational environments during after-school hours. *Photo by Joe Pickett*

The Arts and Rural Community Assistance Initiative, the Endowment's partnership project with the U.S. Forest Service, marked its third year of activity in 1999. This year the initiative focused on 10 Mountain and Great Plains states in three Forest Service regions. Nineteen grants supported a wide range of arts-based, rural community development projects. Examples are the first annual International Traditional Games Gathering on the Blackfeet Reservation in Montana; the joint Nevada Arts Council-Bureau of Land Management traveling photographic exhibition on the wild horses of the Great Basin; and the (Wyoming) Wind River Heritage Center's Powwow Primer, a demonstration that educates visitors to the Wind River Reservation about Arapahoe and Shoshone dances.



Other Initiatives

Other Leadership Initiatives supported by the Endowment during Fiscal Year 1999 include:

ARTS EDUCATION

The U.S. Department of Education's National Center for Education Statistics released *The National Assessment of Educational Progress (NAEP) 1997 Arts Report Card* that measured students' literacy in the arts. This study, involving approximately 6,660 eighth-grade students in 268 schools nationwide, marked the first time in 20 years that the arts have been part of the development and implementation of the NAEP. The report resulted from critical funding provided in earlier years by the Arts Endowment to return the arts to the NAEP schedule of subject testing.

An NEA agreement with the Council of Chief State School Officers continued to sponsor the work of the Arts Education Partnership, a group of more than 140 national organizations representing the arts education, education and arts communities, as well as government agencies and private sector interests. Among the Partnership's successes are the development of a highly acclaimed arts education advocacy video, *The Arts and Children: A Success Story*, featuring acclaimed actress Meryl Streep. The Partnership also distributed critical research reports including *Gaining the Arts Advantage*, a first-of-its-kind study on school districts committed to arts education. The report was issued jointly with the President's Committee on the Arts and the Humanities.

DANCE

Since 1996, the Endowment has provided funding for the New England Foundation for the Arts' National Dance Project (NDP), which supports the creation and touring of dance across the country. Touring is uniquely important to the dance field because virtually all dance companies must find additional performance opportunities beyond their home towns in order to develop their dancers, repertory and audiences. The NDP involves a group of presenters (those who manage performing arts series and/or facilities) who are committed to the presentation of contemporary dance. The group rotates every two to three years. Through Fiscal Year 1999, the NDP fostered the creation of 76 new dance works and the presentation of those works at 271 different locations in more than 40 states.

DESIGN

In Fiscal Year 1999, the Design Office undertook two new initiatives and expanded two other programs to nurture design talent and improve the overall quality of design across the country. These projects are part of an effort to enhance public awareness of design, serve the different design disciplines, and act as a conduit for design expertise for other federal agencies.

New Public Works is a multi-year initiative that features a series of national design competitions for projects ranging from architecture to graphic, landscape and industrial design. In its first year, the initiative is funding up to ten projects at \$50,000 each to spur good design in often underserved geographic areas and to target emerging design talent. **Redressing the Mall**, a two-day symposium sponsored by the NEA, examined the redesign of failed malls and their potential impact on the physical and social fabric of American communities.

The ongoing **Mayors' Institute on City Design**, which brings together mayors and design professionals to address community planning issues, featured an extra session in 1999 that identified ways in which schools can operate as catalysts for community redevelopment. The Institute is conducted in partnership with the American Architectural Foundation and the U.S. Conference of Mayors. **Your Town**, which originally grew out of a joint NEA-National Trust for Historic Preservation project for rural communities and offers design workshops on the quality of life in small towns, added two sessions, one with a focus on Native-American and the other on African-American communities. These will take place in the fall of 2000 and address specific developmental concerns faced by those communities.



Participants in the 1999 Mayors' Institute on City Design included mayors from eight U.S. cities and researchers from the Massachusetts Institute of Technology. Photo by T. Luke Young

CHAMBER MUSIC RESIDENCY PROGRAM

Developed by Chamber Music America, this program places emerging chamber music groups in rural communities for a nine-month residency (September to May) that may be renewed for up to five years. The residency not only enhances the musical life of the host community but also provides the musicians with the opportunity to expand their repertoire and enhance their performance, teaching and management skills.

TECHNOLOGY

In Fiscal Year 1999, the Arts Endowment announced the addition of a new resource, **Lessons Learned: A Planning Toolsite**, to its Web site. Designed to provide planning assistance to nonprofit arts organizations, this compendium features essays and case studies covering topics such as minority audience development, capital campaigns and social entrepreneurship. The Endowment commissioned the case studies from arts administrators and consultants in order to expand the planning resources available and to highlight examples of successful programs. Placing these studies on the NEA Web site gives organizations immediate access to effective strategies for meeting the challenges of long term planning.



The front page from the Web site *Lessons Learned: A Planning Toolsite*, on the NEA Web site.



The Endowment also added **Cultural Funding: Federal Opportunities** to its Web site. This resource, developed with the Tuscon Arts Council, assists nonprofit arts organizations in locating potential federal support for cultural programs in addition to NEA grants. Listings of relevant federal agencies, project descriptions, links, reference tools and tips are included. Over 100 federal programs and 170 project examples are cited.

Through its Office of Policy Research & Analysis, the Endowment continued to manage **Open Studio: The Arts Online**. This collaborative project with the Benton Foundation is the only national initiative that trains the nonprofit arts community to effectively use the Web for online communication, publication and creative expression. In 1999, 10 new regional training sites were added to the original eight sites that, through their work, have dramatically increased the amount of cultural information available on the Internet.

THEATER

For a second year, through a grant to the Actors' Fund of America, the Arts Endowment supported the Artists' Health Insurance Resource Center (AHIRC), an Internet resource that supplies theater and other artists and arts organizations with comprehensive, state-specific information about health insurance options. AHIRC provides guidance on selecting a plan; unions, guild and service organizations that offer group coverage; and resource listings regarding specific health conditions.

Two leadership grants to the Theatre Communications Group continued the Endowment's support for two programs important to the theater field. The NEA/TCG Theatre Residency Program for Playwrights allows 12 playwrights to create new work while in residence at a host theater, becoming an integral part of its artistic life. The NEA/TCG Career Development Programs for Directors and Designers provides emerging directors and designers with support services, residencies at professional theaters, and mentorships with master directors and designers.